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The Western countries outside India – the citizens of the Western countries do not know about Murti's / Murthi's originating in Vedic civilization. So it becomes difficult at least the first time for a Western person to know the meaning of Murti's / Murthi's.

Also, usually Murti's / Murthi's are mostly linked to Deities in India. So to apply the same word, Murti / Murthi for spiritual master: Srila Prabupad, is can be argued by some to be disproportional or to being a God or a demi-god etc.

Some other western words considered are (Google internet search engine searches on May 26 & 27 2025, "results" change time to time) :

"Figurines" / "Figurine"

-Google internet search engine produced 252 / 255 million results

-The word has decoration emphasis

“Statue”

-Google internet search engine produced 1.22 billion results

-The word has memorial emphasis

“Statuette”

-Google internet search engine produced 34.6 million results

-The word has memorial emphasis & decorative emphasis

“Effigy”

-Google internet search engine produced 19.2 million results

-The word has connotation to burning and anger

“Carving”

-Google internet search engine produced 555 million results

-The word describes the process used

“Bust”

-Google internet search engine produced 711 million results

-The word has memorial emphasis

“Murthi” / “Murti”

-Google internet search engine produced 2.3 million / 65 million results

-The word has Deity emphasis

“Idols / “Idol”

-Google internet search engine produced 1.18 billion / 1.24 billion results

-The word has negative / destructive history and blurs bio and non-bio

Mannequin is very relatable in Western countries because at apparel / clothes stores / shops spread around on Main Street and Malls etc, the Mannequin is like a mirror for the customer / buyer saying to the customer / buyer, this “look” could be purchased. So Mannequin says duplicate this

“look”. Mannequin inspires the customer / buyer into purchasing. Mannequin is therefore functional, relatable and equal to an extent to a biological-human being customer / buyer etc in comparison to great awe and ‘don’t touch me’ of Statue or Murti.

So spiritual master: Srila Prabhupada to Western audience is recognized post-bio-physically especially first time as Mannequin or small / portable Mannequin.

It is known that where there are stores / shops thus actual or perceived Mannequins, more persons are there in same location shopping etc and so it is perfect to tell other persons about the spiritual master: Srila Prabhupada and his Krishna Consciousness message.

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